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NEWSPAPER

Advertising Age

July 27, 1992

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Crain's International Newspaper of Marketing • $2.50 • $3.00 in Canada • £5.00 in U.K.

Marketers race to claim the newest fountain of youth

By Pat Sloan

New product hybrids that combine cosmetic and therapeutic benefits are setting the stage for a revolution in the skincare industry.

Dubbed "cosmeceuticals," the products are pitting cosmetics companies and drug marketers against each other in a battle for consumers seeking anti-aging remedies.

Next year, Johnson & Johnson's Ortho Pharmaceuticals Corp. is expected to make a major consumer push for Renova, a prescription drug that treats sun-damaged skin. It's awaiting final government approval.

Renova's appeal is obvious. When its sister brand, acne remedy Retin-A, was first introduced by Ortho in the 1980s, the media hailed it as the long-awaited fountain of youth for its wrinkle-reducing properties.

Both pharmaceutical and cosmetics companies are closely monitoring Renova's progress and are viewing it as the first major step toward the development of the much-debated "cosmeceutical" market.

The Food & Drug Administration won't say when it expects to grant final approval for Renova, but industry executives believe it will come before yearend. However, Ortho has named DDB Needham Worldwide, New York,

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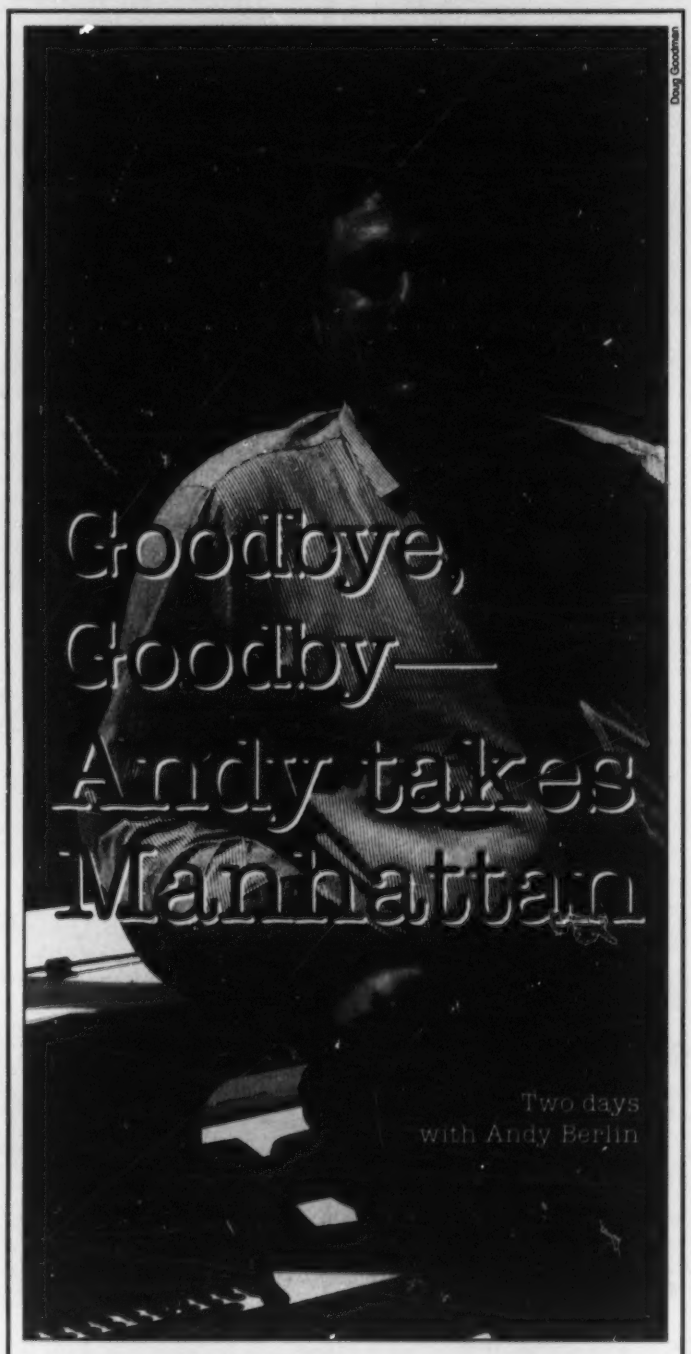
Product sampling is the hottest consumer sales promotion of the year. **Page 12.**

Marketing to Parents: How marketers are drawing mom and dad's interest. **Page 28.**



By Iris Cohen Selinger

Thursday, June 18

7 a.m. Madison Avenue and 50th Street is deserted, but for a stray business traveler exiting the Helmsley Palace Hotel.

Across the street at the side entrance to DDB Needham Worldwide, 6-foot 3-inch, 230-pound Andy Berlin greets two women executives from the agency.

Tieless, wearing an unconstructed dark suit and Clark's soft-sole shoes, the moustached 42-year-old New York office president smiles boyishly and lays on his characteristic charm to put them at ease.

It's a big day. DDB Needham is pitching the $15 million James River Corp. account.

It's the agency's first important new-business try under Mr. Berlin—the first playoff game under the reputed Pat Riley of advertising, who's supposed to revitalize a talented but recently lackluster team into a high-profile contender.

(The agency later learns it's a finalist, with Ammirati & Puris.)

And Madison Avenue is watching.

How will Andy Berlin fit in as head of a large New York agency with 26 clients and $570 million in billings, vs. the 15 clients and $200 million his San Francisco shop, Goodby, Berlin & Silver-

(Continued on Page 13)

KFC squawks as Pizza Hut tries chicken

PepsiCo's sister chains are testing similar dishes to expand menus

By Scott Hume

In what is likely to become a brutal battle, Pizza Hut and Kentucky Fried Chicken Corp. are squaring off over the pizza chain's poaching on KFC's menu turf.

Even though the two are PepsiCo units, Pizza Hut has the green light to test-market whole, cooked chicken, and KFC is vowing to fight the incursion.

The Pizza Hut chicken program carries the covert and lighthearted code name "Project Feathers," insiders say. The type of chicken items and the manner in which they'll be cooked haven't been decided, but in-store tests of several products, including marinated, rotisserie-cooked chicken like the item KFC already is testing, are expected to begin shortly.

KFC operators aren't taking it lightly.

"It's bad enough that this is another source of competition for us, but worse that it's our own parent company that is doing it to us," said one Midwest KFC franchisee.

"Naturally we're concerned. There isn't a town I'm in that doesn't also have a Pizza Hut, and we like to think we're the place people go for chicken," this operator said. "We'd treat Pizza Hut like any other competitor, but I think the reaction from our franchise operators is going to be loud

(Continued on Page 37)

Della Femina offices may fold

By Melanie Wells

Three branch offices of Della Femina, McNamee may be sold or shuttered when the agency's New York headquarters completes its anticipated merger with sister Euro RSCG shop Messner Vetere Berger Carey Schmetterer.

No final decisions are expected for a month. Talks have been slowed because Messner Vetere executives are in Barcelona for the Summer Olympics and because of questions about who will head the combined agency.

What is becoming clear, however, is that Della Femina's Pittsburgh, Los Angeles and Chicago offices aren't likely to be part of the merger.

"We're only talking about the New York agencies," said one principal involved in the discussions.

"Having an L.A. office is beyond my comprehension," a Messner Vetere executive said.

Euro RSCG announced intentions to streamline its U.S. agencies in June after buying out Della

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LAST MINUTE NEWS

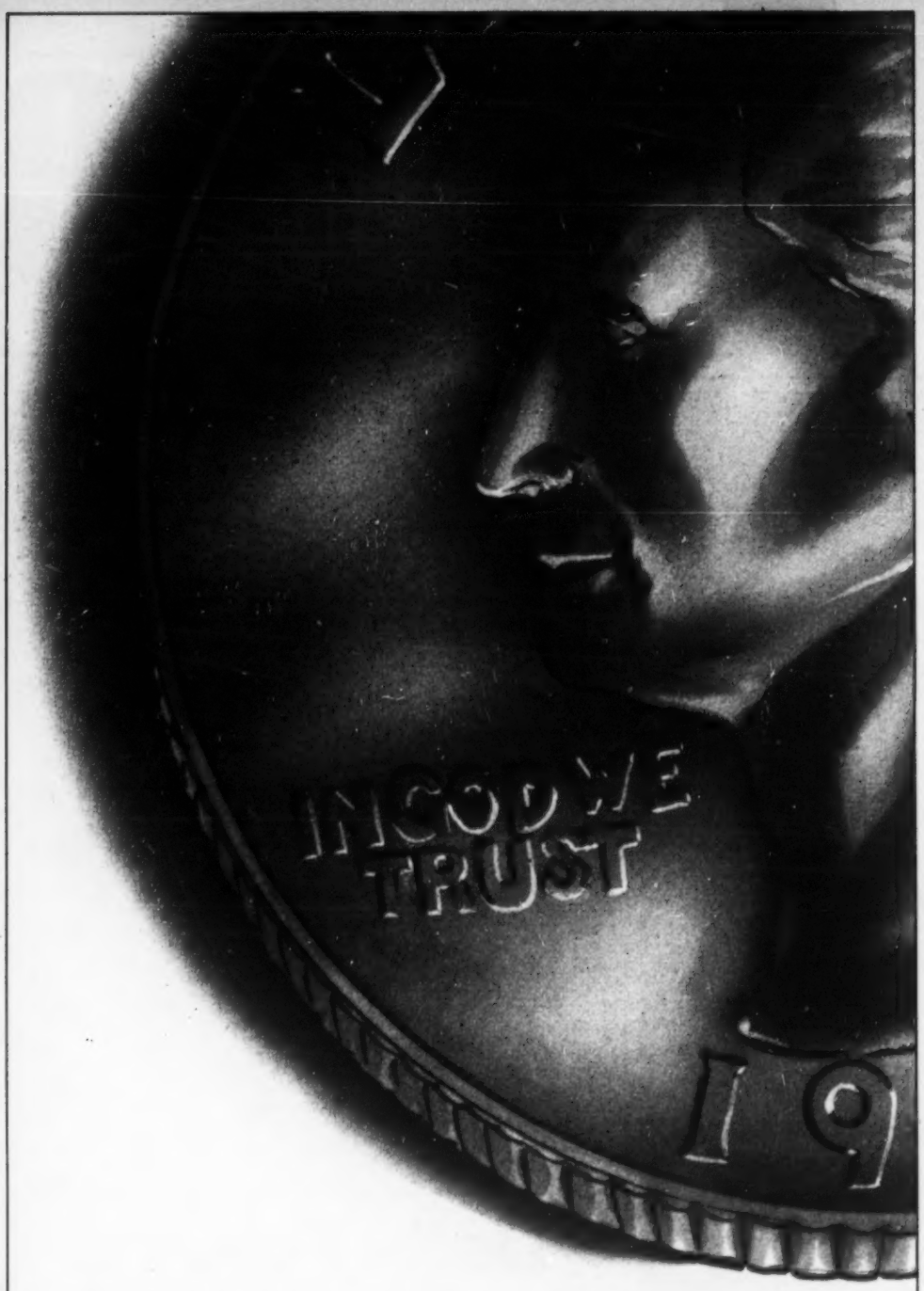
Bowen, McCann feeling heat from Coke

NEW YORK—McCann-Erickson Worldwide and Gordon Bowen, its exec VP-chief creative officer, are under pressure to create a new campaign for Coca-Cola Classic, fueling speculation about Mr. Bowen's status. A new campaign was to be ready for Coca-Cola's review this fall in time for a January debut, but may take longer than expected to come together, agency sources said. One key executive described Mr. Bowen's performance on the account as only "fair," while another source close to Mr. Bowen said his role as team leader appeared to be under scrutiny. Mr. Bowen last week denied he was in trouble on the account.

McDonald's, Turner to test in-store TV network

OAK BROOK, Ill.—McDonald's and Turner Broadcasting System next month will conduct the first test of their joint venture in-store TV

(Continued on Page 8)



The Business Week Financial Reports.

One quarter. That's how much of its editorial space Business Week devotes to financial coverage yearly. This fall, that knowledge and insight will culminate in a series of editorial reports advising businesspeople on financial matters of personal and corporate interest. Perhaps you have some money management suggestions of your own. If so, make a sound investment. Place your advertising in Business Week.

Global Finance: Closing date, Aug. 24. Issue date, Sept. 28.
3rd Quarter Mutual Funds Update: Closing date, Sept. 7. Issue date, Oct. 12.
Corporate Finance Report: Closing date, Sept. 28. Issue date, Nov. 2.
4th Quarter Mutual Funds Update: Closing date, Nov. 23. Issue date, Dec. 28.
Yearend Investment Outlook: Closing date, Nov. 23. Issue date, Dec. 28.

For more information, contact Peter J. Callahan, Financial Market Manager, at (212) 512-3579, or your Business Week account manager.

BusinessWeek
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NEWS SUMMARY

■ **Pizza Hut** plans to test market whole, cooked chicken, to the dismay of some Kentucky Fried Chicken franchisees. Both are units of PepsiCo. **1**

■ **'Cosmeceuticals'** that combine cosmetic and therapeutic benefits are revolutionizing the skincare industry. **1**

■ **Della Femina, McNamee** may sell off three branch offices when it completes its anticipated merger with Messner Vetere Berger Carey Schmetterer in New York. **1**

■ **Charlotte Beers** is expected to expand the executive ranks of Ogilvy & Mather Worldwide soon. **3**

■ **British Airways and USAir's** proposed alliance would lead to a single brand name and a global airline. **3**

■ **'Adbusters,'** a Canadian publication that attacks advertising, is threatened with legal action for running an ad parodying the Absolut vodka ads. **3**

■ **Converse** President Gib Ford believes basketball star Earvin "Magic" Johnson wants out of his endorsement deal because of a better offer from a competitor. **4**

■ **Adidas** gets a lot of product exposure in "Honey, I Blew Up the Kid," including a pair of 10-foot-high sneakers. **12**

■ **Daytime TV shows** are zapped by viewers less than shows in other network dayparts, according to a study by the Network Television Association. **32**

■ **ISL Marketing,** the International Olympic Committee's marketing agent, is already signing up sponsors for the 1994 Winter Games and the 1996 Summer Games. **39**

■ **Kraft General Foods** introduced a reduced-fat cheese line, Healthy Favorites, to counter ConAgra's new line of Healthy Choice cheeses. **39**

■ **Rebuild L.A.** unveiled a logo and hopes to have an ad plan completed in about 30 days. **41**

■ **Will Vinton Productions** is readying two new ad campaigns, for Nabisco Foods and Norfolk Southern, that take it beyond its Claymation fame. **42**

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Vol. 63, No. 35—ADVERTISING AGE (ISSN 0001-8899) is published weekly (except for a special issue the fourth week in September and a combined year-end issue in December) by Crain Communications Inc. at 740 Rush Street, Chicago, Ill. 60611-2590. Second-class postage paid at Chicago and additional mailing offices. Postmaster: Send address changes to ADVERTISING AGE, Circulation Department, 965 E. Jefferson, Detroit, Mich. 48207. $2.50 a copy; $84 a year; $134 two years. Add $151 per year for air delivery to Europe & Middle East. Add $79 for surface mail to all other foreign countries. WILLIAM STRONG, VP-circulation; DAVE KELLEY, circulation manager. Four weeks' notice required for change of address. Address all subscription correspondence to Circulation Department, Advertising Age, 965 E. Jefferson, Detroit, Mich. 48207-3185 1-800-678-9595. Microfilm copies are available from University Microfilms, 300 N. Zeeb Rd., Ann Arbor, Mich. 48103. Microfiche copies are available from Bell & Howell, Micro Photo Division, Old Mansfield Rd., Wooster, Ohio 44691. AD AGE is available for electronic retrieval on the NEXIS® Service, Mead Data Central, Inc., P.O. Box 933, Dayton, Ohio 45402 (800 227-4908).

Charlotte's agenda: More top executives

Who will survive realignment? Top priority is AmEx

By Melanie Wells

Charlotte Beers, appointed in April to oversee a metamorphosis of Ogilvy & Mather Worldwide, is making her move.

As the agency's new chairman-ceo, Ms. Beers is preparing to shuffle management even as she shores up relationships with existing clients and targets American Express Co. business as a priority.

"A lot of our clients want more agency senior executives involved in the total process of their business," one O&M executive said. "Clients are hungry for ideas."

Ms. Beers is expected as early as this fall to pad O&M's thin layer of top executives and flatten the ranks of its middle management, already buffeted by layoffs.

The goal is to streamline the mega-agency, secure its hold on existing clients and craft a new image for the $5.5 billion shop founded by Scottish adman David Ogilvy in 1948.

Although Ms. Beers, 56, has yet to detail her plans to revitalize O&M, the belief is that rather than structure a traditional vertical layer of executives, she'll recruit or promote heavy-hitters who will work alongside her as agency co-managers.

"The Ogilvy image and product need to be renovated," said an executive from another New York agency. "It needs more energy and luminescence, which it has with Charlotte, and a more client-oriented senior management."

That had been a goal of her predecessor, Graham Phillips, but he was viewed as unsuccessful at forcing

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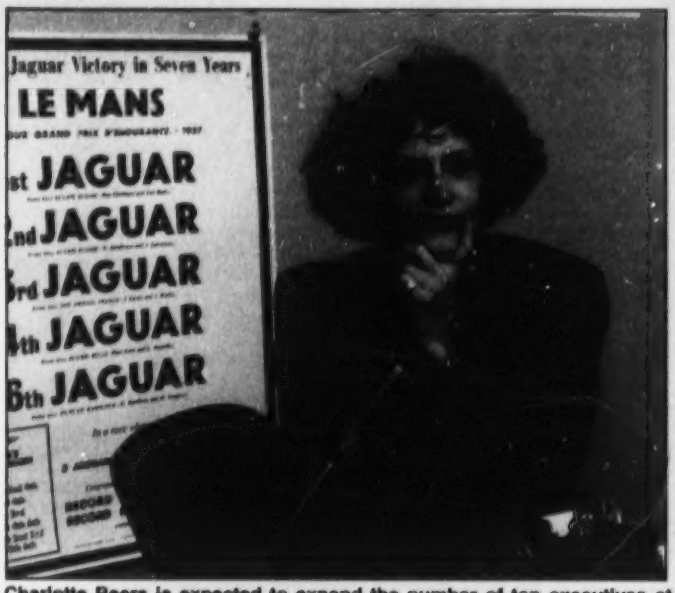
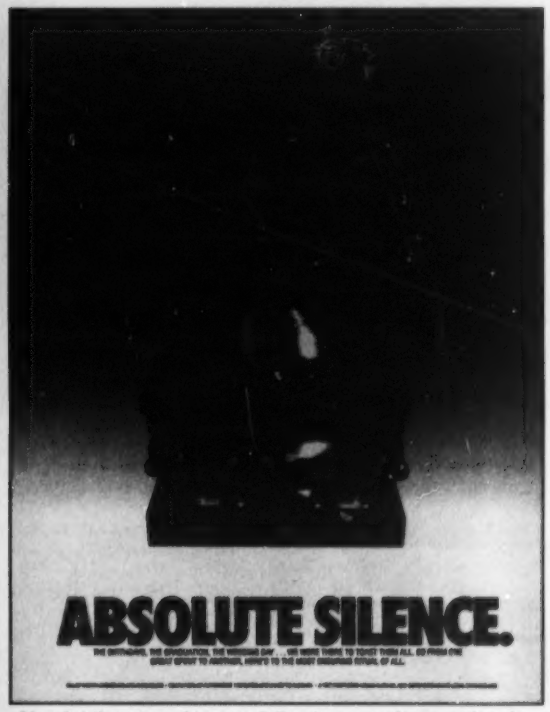


Charlotte Beers is expected to expand the number of top executives at Ogilvy & Mather as she works to reinvigorate the agency.



Absolut threatened to sue *Adbusters* over its parody ads.

Magazine's parody make marketer Absolut-ely mad

By Barry Brown

TORONTO—Who's Absolut's lawyer gonna call?

Adbusters, the Vancouver-based publication of the Media Foundation, which attacks advertising and commercial media with revolutionary zeal.

V&S Spirit, the Canadian marketer of Absolut vodka, has threatened the 21,000-circulation quarterly with a lawsuit for running a parody of Absolut's long-running print ads in an issue that came out earlier this year.

Guerrilla attacks on advertising and media are the mainstay of *Adbusters*.

The ad, headlined "Absolut Nonsense," stated: "Any suggestion that our advertising campaign has contributed to alcoholism, drunk driving or wife and child beating is absolute nonsense. No one pays any attention to advertising." The ad showed an Absolut bottle.

Adbusters said in a statement that the ad was "fair comment on an issue of profound social concern: alcohol advertising" and an attack on "the alcohol industry's $2 billion a year disinformation campaign."

Absolut's Canadian legal firm,

(Continued on Page 42)

British Air/USAir plan to use single global name worldwide

By Jennifer Lawrence and Christy Fisher

British Airways and USAir plan to create a single global brand name if their proposed alliance is approved, paving the way for the first worldwide airline in recent years.

The plan calls for formation of an "integration committee" to examine how the carriers can merge functions including marketing. The committee, to be made up of executives of both airlines, will begin work only after the deal is approved by U.S. and U.K. authorities.

"Once the regulatory authorities have approved the deal, then the integration committee will begin to look at all the various ways the two airlines can be integrated—included will be a joint global name," said John Lampl, British Airways' U.S. director of public affairs. "What you may have is the BA division of the global airline and the U.S. division. BA wants long term to have a similar agreement in the Far East, so we are also pursuing a link with a major carrier there."

Airline analysts speculate that potential partners might include Japan Air Lines, Cathay Pacific or All Nippon Airways.

Joint marketing efforts could begin as early as fall, Mr. Lampl said.

Though British Airways carries the most passengers internationally, it ranks 11th in total passengers worldwide. The alliance with USAir, which ranks fifth in total passengers, puts the combined carriers in the No. 2 position, ahead of American Airlines and behind Russia's Aeroflot. Aeroflot has many domestic passengers but isn't considered a global carrier.

"The USAir and British Airways names will disappear and there will be a new name, but it won't happen overnight," said Nancy Vaughan, director of public relations for marketing at USAir Group.

It's premature to determine agency assignments, Mr. Lampl said.

Saatchi & Saatchi Advertising, London, is British Airways' agency;

(Continued on Page 40)

How the airlines stack up

Rank	Airline	Passengers worldwide (millions)
1	Aeroflot	85.6
2	British Air/USAir	78.5
3	American Airlines	75.9
4	Delta Air Lines	74.2
5	United Airlines	61.9
6	Northwest Airlines	41.1

Source: International Air Transport Association

Ambush marketing isn't all bad

AA poll shows readers think Olympic sponsors are fair game

By Adrienne Ward

All's fair in love and advertising.

That sentiment was reiterated by respondents of *Advertising Age's* FaxTrack reader poll on ambush marketing, in which the ambushers came out on top.

A sizable number of respondents believe ambush marketing during the Olympics is fair game: 45.7% said it's extremely fair and 22.9% said it's very fair.

"When you fail to compete—you fail!" one respondent noted. "It's a free world. Being an Olympic sponsor does not entitle one to ownership of a personality or a country," replied another. And another reader, to illustrate his point that ambushing is OK to counteract a negative assault, offered this: "God bless America(n Express)!"

American Express Co., Pepsi-Cola Co. and other marketers have launched ad campaigns that conjure up images of the Olympics but never mention the Games by name. The efforts are meant to counteract the campaigns of rival marketers like Visa International and Coca-Cola Co. that paid millions of dollars to be official sponsors.

Ad Age FaxTrack Poll

How would you characterize "ambush" marketing during the Olympics? Would you say such tactics are:

45.7%	Extremely fair
22.9%	Very fair
11.4%	Somewhat fair
1.4%	Not very fair
15.7%	Not at all fair
2.9%	No answer

Source: *Advertising Age* FaxTrack poll, 7/20/92

Most respondents to the *Ad Age* fax poll admitted that if they were in AmEx's shoes, they would come out fighting too: 48.5% said they'd be extremely or very likely to respond with an ambush ad campaign if their main competitor was an Olympic sponsor, and 12.9% said they would be somewhat likely to engage in ambush marketing.

The 70-person response last week was considerably smaller than previous *Ad Age* fax polls have attracted. One respondent surmised that "we on the inside make a bigger deal of this than the consumer, by far." Perhaps Peter Blau, executive creative director at direct response shop Barry Blau & Partners, put it most eloquently: "Consumers are paying less and less attention to general media advertising, and the

(Continued on Page 39)

How dayparts stack up on zapping

By Joe Mandese

Daytime TV shows have the most non-programming clutter on the Big 3 networks, but those shows also are zapped less than programs in other network dayparts, a study by the Network Television Association found.

The association recently analyzed data from Arbitron Co.'s Broadcast Advertisers Reports from Nov. 11-17 and 24, 1991, and Nov. 12-18, 1990, and Nielsen Media Research data from Nov. 12-18, 1990, for prime time, daytime, early morning, news, late-night and weekend sports.

While network daytime shows averaged 17 minutes and 49 seconds of non-programming time per hour, only 3.3% of viewers switched channels during the average 30-second period, the association found.

MEDIA WORKS

Network prime-time shows, which have the lowest non-programming load—13 minutes, 8 seconds per hour—were zapped by 4.1% of viewers per 30-second period.

Weekend sports programming, with an average of 14 minutes, 24 seconds of non-programming time per hour, had the greatest amount of zapping, 5%.

Clutter is defined as all non-programming time, including commercials, public service announcements, promotions and station identifications.

The association's findings appear to refute similar studies by ad agencies that found increases in clutter mean more channel switching by viewers. A recent study by Bozell, New York, for example, found that a 10% increase in network clutter contributed to a 7% increase in channel switching.

"The data reveal that the overall network television viewing environment is stable during non-program material across all six dayparts," said Peter Chrisanthopoulos, association president. "Specifically, in each of the dayparts, channel switching did not occur during non-program material for 95% or more of the sets tuned to ABC, CBS and NBC during the average half-minute." □

Daytime viewers zap less

	Total non-programming material (in minutes)	% of viewers who switched during non-programming time
Daytime	17:49	3.3%
Prime time	13:08	4.1
Early morning	15:23	4.1
Network news	15:27	4.5
Late night	15:43	4.5
Weekend sports	14:24	5.0

Source: Network Television Association analysis of Nielsen Media Research and Broadcast Advertisers Reports data.

Why Perot needed $153M in ads to win

By Joe Mandese

Ross Perot would have had to spend an estimated $4.49 per vote, or at least $153 million, on media to win if he had pursued his plans to run for president as an independent, according to an analysis of third-party campaign media spending by Horizon Media, New York.

POLITICS ★★★★

"That's over 50% more than he was prepared to spend on the campaign as a whole," Horizon President William Koenigsberg said.

Mr. Koenigsberg said Horizon averaged the cost per vote of the two most recent major third-party candidates—John Anderson in 1980 and George Wallace in 1968—and adjusted for inflation.

The $153 million figure is the amount Mr. Perot would have had to spend to garner 34% of the 100 million Americans expected to vote this November, the minimum percentage needed to win a three-way race.

"Maybe the idea of spending that much money finally got to him," Mr. Koenigsberg said. "After all, he says he already spent $10 million and he hadn't even announced."

In 1980, former Rep. Anderson, who served as a Republican congressman from Illinois, spent $16.6 million on advertising ($31 million in 1992 dollars). He received only 6.7% of the 85 million votes cast. Mr. Anderson's cost per vote, adjusted for inflation, was $5.44. In 1968, Alabama Gov. Wallace spent $7 million on advertising ($35 million in 1992 dollars) and garnered 9.9% of the 73 million votes cast. His cost per vote, adjusted for inflation, was $3.54. □

LAUNCHING PAD

New publication launches.

'South Florida Bride'

Florida Media Affiliates, publisher of *South Florida*, will introduce with a fall/winter issue *South Florida Bride*, to be published twice a year. The 10,000 free and paid circulation magazine will be distributed to department store bridal registries, bridal retailers, major newsstands and bookstores, and direct to *South Florida* subscribers. A b&w page is $3,255; a color page is $4,070. Shelly Iorfida is publisher, Marilyn Moore is editor and Muriel Sommers is ad director. Offices are at 800 Douglas Road, Suite 500, Coral Gables, Fla. 33134. Phone: (305) 445-4500.

'Play'

Milor Entertainment Group, publisher of *Jazziz*, will introduce with a winter issue *Play*, a quarterly aimed at parents. Music, video, and computer software; consumer electronics; and interactive toys and games will be reviewed. Distribution will be via paid subscription, newsstands and free to doctors; rate base is 120,000. A b&w page is $3,500; a color page is $4,500. Michael Fagien and Lori Fagien are publishers, Roy Parkhurst is editor and Ms. Fagien is ad director. Offices are at 3620 N.W. 43rd St., Gainesville, Fla. 32606. Phone: (904) 375-3705.

'Menopause Management'

The Conwood Group has introduced with a July/August issue *Menopause Management*, an every-other-monthly with advice on women's health leading up to and following menopause. Controlled circulation is 44,000. The magazine will be distributed to office-based and teaching gynecologists and other physicians. A b&w page is $4,050; a color page: $6,075. Pamela P. Boggs is publisher, Wulf H. Utian is editor and Bernard Coccia is ad director. Offices are at 9 Mount Pleasant Turnpike, Denville, N.J. 07834.

'City Family'

City Family/La Familia de la Ciudad introduced with a summer issue in English and Spanish editions *City Family*, a quarterly aimed at lower income and immigrant families. B&w page is $2,750; a color page is $3,715. Arthur Schiff is publisher, Ellen Frankel is editor and Ellen Blissman is editor. Address is P.O. Box 748, New York 10023. Phone: (212) 362-3052.

'McCall's Best Christmas Ideas'

The New York Times Co. Women's Magazines in November will introduce "McCall's Best Christmas Ideas," an annual available on newsstands. The title will feature decorating, entertainment and cooking tips. Rate base is 1 million. A b&w page is $13,900; a color page is $17,750. Marion Aaron is publisher, Kate White is editor and Donna Halperin is ad director. Offices are at 110 5th Ave., New York 10011. Phone: (212) 463-1000. □

NEWSSTAND

Advertising opportunities in print.

USA Today, New York, "1992 Summer Games" special advertising section, Aug. 10 issue; ad close: July 29. B&w page: $57,505; color page: $74,757.

Southern Living House Plans, Birmingham, Ala., "Southern homes" special edition, fall issue; ad close: July 29. B&w page: $4,260; color page: $6,000.

Money, New York, "College guide" special edition, fall issue; ad close: July 29. B&w page: $16,900; color page: $24,900.

Bon Appetit, New York, "Flavors of the Caribbean" special editorial section, in the Northeast edition, November issue; ad close: July 31. B&w page: $10,230; color page: $14,580.

Working Woman, New York, "Software strategies for businesswomen," special editorial section, October issue; ad close: July 31. B&w page: $27,800; color page: $38,100.

The Sporting News, St. Louis, Mo., "College football" special editorial section, Aug. 24 issue; ad close: July 31. B&w page: $15,850; color page: $19,610.

Home Mechanix, New York, "Best of the NFL sweepstakes" special advertising section, November issue; ad close: Aug. 1. Color page: $26,000.

Conde Nast Traveler, New York, "5th annual readers' choice awards" special issue; October issue; ad close: Aug. 3. B&w page: $23,880; color page: $35,400. □

Joe Mandese coordinates MediaWorks.

Congratulations National Geographic for your impressive 42% increase in June ad pages. We're proud to be the printer of National Geographic Magazine for over 15 years, a publication that truly exemplifies the power of print.

Ringier America.

The power of printing.

Catalogs • Consumer & Special Interest Magazines • Books

CONSUMER MAGAZINE AD LINAGE

	June 1992	June 1991	Year-to-date 1992	Year-to-date 1991
■ Auto/cycle/rec. vehicles				
AutoWeek (52X)	174.3	142.0	806.0	766.9
Automobile Magazine C.	95.2	69.1	425.3	392.0
Car & Driver C.	121.9	118.8	612.4	633.3
Car Collector & Car Classics	34.0	26.0	202.0	126.0
Car Craft	83.6	81.1	345.6	357.7
Circle Track	87.8	93.9	540.5	513.6
Cycle World	70.5	54.8	386.4	280.6
Dirt Rider	61.0	51.7	290.9	251.2
Dune Buggies & Hot VWs	79.4	69.2	466.3	401.9
Easyriders	49.0	41.9	259.2	234.5
Family Motor Coaching	172.0	154.8	1,047.6	1,004.1
Four Wheeler C.	70.9	76.7	418.8	462.6
Hot Rod C.	82.0	91.6	350.1	393.6
Motorcyclist	63.7	60.9	309.3	295.3
Motor Trend C.	65.1	97.1	394.6	447.8
Motorhome	72.1	87.8	431.1	492.7
Petersen's 4 Wheel	88.1	89.0	409.8	416.2
Rider	54.4	46.0	262.9	247.7
Road & Track C.	117.7	94.5	563.1	529.8
Trailer Life	81.1	85.6	441.3	490.6
Total Group	**1,723.9**	**1,632.5**	**8,963.3**	**8,738.0**
% change	**5.6%**		**2.6%**	
■ Boating & yachting				
Boating	140.0	87.5	825.9	606.1
Chesapeake Bay	36.5	31.3	180.8	178.6
Cruising World	72.5	92.7	499.4	628.3
Lakeland Boating (11X)	85.5	67.5	442.7	409.7
Motor Boating & Sailing	74.0	93.4	704.3	623.9
Sail	85.1	97.7	652.2	619.7
Sailing World	34.0	49.8	226.8	302.7
Trailer Boats (11X)	56.2	43.7	357.8	322.7
Yachting C.	125.5	122.8	746.9	703.7
Total Group	**709.3**	**686.4**	**4,636.7**	**4,395.4**
% change	**3.3%**		**5.5%**	
■ Civic/fraternal				
Elk (10X)	16.5	17.3	103.4	95.4
Kiwanis (10X)	19.1	19.2	109.1	102.1
Lion (10X)	7.7	7.0	36.4	46.0
Rotarian	11.7	12.8	92.6	99.8
V.F.W. (11X)	25.4	24.9	150.8	169.7
Total Group	**80.4**	**81.2**	**492.3**	**513.0**
% change	**-0.9%**		**-4.0%**	
■ General				
American Health (10X) C.	43.4	30.8	233.3	155.5
American Heritage (8X) C.	—	—	113.0	175.3
American Legion	19.8	30.6	191.2	202.9
Archaeology (6X)	—	—	80.0	95.8
Art & Antiques (10X) C.	44.1	50.1	236.6	343.5
ARTnews (10X)	77.2	87.2	410.7	533.5
The Atlantic C.	67.8	47.4	340.1	302.0
Bon Appetit C.	60.7	56.4	424.6	447.6
Buena Salud	11.0	21.0	108.2	148.5
Cable Guide & TV Time C.	24.2	18.9	147.5	148.2
Caribbean Travel & Life (6X) A.	—	—	166.3	185.1
Conde Nast Traveler C.	55.5	57.8	487.6	459.9
Consumers Digest (6X) C.	—	—	88.7	68.2
Cooking Light (7X) C.	—	—	200.8	181.2
Country America (10X) C.	47.2	34.1	250.6	210.9
Departures N. America (6X)	25.5	35.5	107.6	172.4
Ebony C.	69.6	71.0	448.0	483.4
Endless Vacation (8X) C.	—	—	144.1	102.0
Food & Wine C.	51.0	49.8	277.2	269.9
Golden Years (6X)	—	—	98.7	88.4
Gourmet C.	77.2	99.0	525.1	568.5
Harper's Magazine C.	26.0	30.2	171.0	187.4
Islands (6X) C.	—	—	240.9	230.3
Kiplinger's Personal Finance C.	61.7	47.2	355.7	287.5
Let's Live	40.0	40.0	237.0	256.0
Life C.	39.9	24.4	227.4	251.6
Longevity C.	51.4	46.7	304.6	265.3
Mature Outlook (6X) C.	—	—	136.2	125.1
Modern Maturity (6X) C.	32.8	28.7	101.5	97.7
Money C.	115.2	101.0	614.2	582.6
National Geographic C.	30.5	21.4	137.5	139.4
National Geographic Traveler (6X) C.	—	—	162.9	145.3
Natural History C.	17.6	21.3	153.8	192.6
New Choices for Retired Living (10X) C.	28.8	32.2	153.4	165.8
Prevention C.	51.4	49.9	277.2	248.0
Reader's Digest C.	87.3	86.5	451.5	457.4
Saturday Evening Post (9X) C.	—	—	104.8	135.4
Smithsonian C.	60.3	59.0	378.4	425.7
Town & Country C.	52.6	93.0	322.7	475.1
Travel-Holiday (10X) C.	27.4	35.3	265.0	272.8
Travel & Leisure C.	134.4	128.6	601.3	693.2
Travelhost	114.2	119.2	722.3	731.7
US Magazine C.	45.5	39.8	191.4	220.6
Utne Reader (6X)	—	—	163.8	138.7
Vanity Fair C.	86.2	90.3	630.8	584.2
The Walking Mag. (6X) C.	45.2	36.1	115.3	104.8
Yankee C.	53.0	51.7	326.7	343.1
Total Group	**1,875.4**	**1,872.1**	**12,627.1**	**13,100.0**
% change	**0.2%**		**-3.6%**	
■ Home				
Architectural Digest C.	109.5	93.8	589.8	615.3
Better Homes & Gardens C.	130.5	94.2	667.0	636.8
Colonial Homes (6X) C.	64.2	55.6	157.5	152.3
Columbus Monthly-Homes (4X)	—	—	35.5	39.1
Country Home (6X) C.	70.3	74.9	194.3	184.5
Country Life (6X)	—	—	104.4	159.2
Country Living C.	85.8	77.1	517.1	471.8
Decorating Remodeling (8X) C.	49.7	48.3	226.8	192.3
Family Handyman (10X) C.	38.8	34.8	244.4	263.8
Flower & Garden (6X)	44.8	41.2	145.9	130.2
HG C.	69.8	65.5	353.9	445.3
Home C.	59.0	42.7	321.9	294.2
Home Mechanix (10X) C.	44.6	50.6	199.7	236.2
Horticulture (10X)	43.3	48.7	286.0	291.2
House Beautiful C.	71.9	47.2	375.4	349.7
Metropolis (10X)	40.1	31.7	268.0	272.0
Metropolitan Home C.	39.0	49.5	369.1	410.6
Midwest Living (6X) C.	78.7	76.0	252.6	219.9
Organic Gardening (9X) C.	—	—	228.0	251.0
Phoenix Home/Garden	39.7	35.2	311.1	289.6
Practical Home-mer (9X) C.	—	57.7	103.4	251.3
San Diego Home/Garden	43.3	60.5	337.6	397.8
Southern Accents (10X) C.	44.4	36.8	253.3	232.6
Southern Living C.	136.0	96.7	664.9	600.3
Sunset Magazine C.	135.3	137.1	656.4	761.7
Traditional Home (6X) C.	—	32.7	109.7	80.7
Workbench (6X)	45.9	28.6	152.0	118.1
Total Group	**1,484.1**	**1,416.8**	**8,125.4**	**8,347.4**
% change	**4.8%**		**-2.7%**	
■ In-flight & other passenger				
Aboard Group (6X)	—	—	102.2	108.5
Alaska Airlines	48.4	59.9	302.2	325.1
America West Airlines	63.6	67.6	331.2	395.6
American Way (24X) C.	155.1	119.7	823.4	716.4
Delta Sky C.	91.1	58.6	454.2	387.7
Northwest Air World Traveler C.	64.0	42.5	349.9	242.0
Spirit of Aloha	29.4	30.5	230.3	205.7
TWA Ambassador A.	33.2	—	226.0	162.8
United Vis 'A Vis	77.6	62.0	425.2	405.0
US Air Magazine	74.5	63.2	439.9	391.4
Total Group	**636.9**	**504.0**	**3,684.4**	**3,340.2**
% change	**26.4%**		**10.3%**	
■ Men's				
Details	46.0	13.0	218.4	134.5
Esquire C.	72.4	62.6	414.3	394.4
Firehouse Magazine	44.0	44.3	251.4	230.8
Gentlemen's Quarterly C.	109.5	93.5	611.4	705.8
M Magazine C.	47.7	30.1	286.1	259.7
Men's Fitness	39.0	39.3	229.8	205.7
Men's Health (6X)	—	—	69.6	75.5
Muscle & Fitness C.	122.3	117.7	717.6	716.2
Penthouse C.	63.7	60.5	365.0	353.9
Playboy C.	62.6	74.1	298.4	373.1
Popular Mechanics C.	69.7	63.3	358.6	362.9
Total Group	**677.0**	**598.4**	**3,820.5**	**3,812.5**
% change	**13.1%**		**0.2%**	
■ Metropolitan				
Aloha (6X)	—	—	95.6	105.5
Annapolitan (10X) A.	35.7	32.8	176.9	253.5
Atlanta	70.0	68.3	357.0	419.3
Baltimore	27.2	42.8	196.2	274.8
Boston	70.8	72.6	420.2	444.6
Chicago	89.1	76.5	410.7	446.0
Chicago's North Shore	73.4	78.4	465.4	443.7
Cincinnati	33.5	30.1	207.9	179.2
Cleveland	53.3	38.6	343.5	234.8
Columbus Monthly	32.3	43.3	244.9	255.6
Connecticut	50.8	68.0	344.7	368.2
D/Magazine	41.7	51.1	260.6	287.2
Detroit Monthly	60.7	41.7	335.0	252.6
Diablo	48.1	38.8	329.0	305.9
Grand Rapids	18.3	39.0	108.0	148.2
Honolulu	30.7	37.4	205.8	258.0
Houston Metropolitan Magazine	55.5	56.0	387.5	380.7
L.A. Style	78.5	87.3	285.5	447.8
Los Angeles	83.0	84.6	513.4	541.7
Louisville	51.8	34.7	248.5	259.7
Madison	92.0	84.0	294.0	251.0
Memphis	28.5	48.8	198.2	282.8
Mid Atlantic Country	69.7	56.2	353.3	319.0
Milwaukee	60.2	87.7	285.9	388.2
Minneapolis/St. Paul	92.4	87.1	561.8	494.7
Minnesota Monthly Mag.	46.1	49.5	355.6	306.4
New Jersey Monthly	48.8	47.3	307.5	269.8
New Mexico	32.9	37.7	258.0	282.2
Ohio	64.8	63.3	277.2	277.3
Orlando	56.5	80.1	320.8	542.1
Pacific Northwest (9X) A.	—	28.5	187.5	177.2
Palm Springs Life	49.5	55.7	669.5	691.5
Philadelphia	80.6	86.0	512.8	593.5
Phoenix	26.0	23.8	196.3	167.3
Pittsburgh	107.0	88.2	400.1	395.2
Rhode Island Monthly	29.7	28.9	178.6	215.1
Sacramento Magazine	30.8	34.7	231.6	283.7
San Diego	73.8	105.7	481.7	570.1
San Francisco Focus C.	105.8	71.0	440.2	408.1
Sarasota (10X)	55.0	45.3	417.3	400.2
South Florida Magazine	42.8	40.1	376.6	298.7
Texas Monthly C.	116.7	111.6	654.4	661.3
The Washingtonian	97.2	96.5	492.5	575.7
Total Group	**2,410.8**	**2,479.5**	**14,387.7**	**15,157.8**
% change	**-2.8%**		**-5.1%**	
■ Music/entertainment				
Audio	80.8	86.8	410.3	464.7
Dance Magazine	41.5	43.4	359.0	357.1
Entertainment Weekly (52X) C.	120.6	92.9	474.0	408.6
Premiere C.	67.2	56.8	327.8	334.9
Rolling Stone (25X) C.	160.1	143.8	744.1	760.2
Spin C.	54.4	38.2	285.3	242.7
Video Magazine	66.7	70.0	409.9	402.3
Total Group	**591.3**	**531.8**	**3,010.5**	**2,970.3**
% change	**11.2%**		**1.4%**	
■ Outdoor & sport				
Alaska	32.0	36.7	229.9	264.5
The American Handgunner (6X)	—	—	201.0	160.0
American Hunter	12.2	14.8	94.2	88.3
American Rifleman	19.9	19.4	124.5	119.5
Audubon (6X) C.	—	—	144.3	136.2
Backpacker (8X) C.	40.6	34.3	187.2	157.3
B.A.S.S. Times	18.4	12.4	131.3	85.6
Bassmaster (10X) C.	70.9	37.2	404.3	398.2
Bicycling (10X) C.	93.7	108.9	503.6	569.6
Ducks Unlimited (6X)	—	—	85.5	78.8
Field & Stream C.	70.1	67.7	367.1	395.2
Fishing World (6X)	—	—	104.5	98.1
Flex	100.8	83.3	560.8	460.7
Florida Sportsman	90.5	86.3	677.9	697.6
Golf Digest C.	161.6	137.2	786.1	669.8
Golf Magazine C.	110.6	81.6	660.8	627.6
Guns	50.0	36.0	263.0	217.0
Guns & Ammo	38.1	37.0	226.9	214.9
In-Fisherman (7X)	36.0	42.0	368.0	356.0
Outdoor Life C.	53.1	54.6	334.7	391.1
Outside Magazine C.	98.2	71.4	501.1	432.5
Petersen's Hunting	43.6	26.4	206.1	189.1
Runner's World C.	59.1	42.3	311.9	296.4
Salt Water Sportsman C.	66.5	71.0	515.5	533.5
Shooting Times	34.7	34.2	202.8	168.5
Sierra (6X) C.	—	—	145.9	127.1
Ski (8X) C.	—	—	283.0	301.6
Skiing (7X) C.	—	—	268.0	229.6
Skin Diver C.	150.2	144.7	688.1	744.8
Southern Outdoors (9X)	—	—	245.6	209.5
Southern/Western Links (6X)	—	—	215.0	138.6
Sport Magazine C.	26.9	38.5	147.5	203.5
Sports Afield C.	58.7	62.7	363.8	389.8
Surfing	45.1	44.3	279.8	329.7
Tennis C.	73.9	61.9	386.2	352.9
Volleyball A.	36.8	—	169.6	92.7
Waterski (10X)	77.7	65.5	407.7	371.5
Western Outdoors (9X)	24.6	20.6	128.5	118.9
Wind Surfing (8X)	61.6	63.6	271.5	246.7
Total Group	**1,856.1**	**1,636.4**	**12,193.0**	**11,663.0**
% change	**13.4%**		**4.5%**	
■ Photography				
American Photo (6X) C.	—	—	136.8	149.2
Outdoor Photographer (10X)	42.3	34.4	176.1	156.8
Petersen's Photographic	62.4	49.1	335.6	204.7
Popular Photography C.	124.0	108.9	649.8	628.8
Shutterbug	179.0	178.0	1,049.0	1,036.0
Total Group	**407.6**	**370.4**	**2,347.2**	**2,175.5**
% change	**10.1%**		**7.9%**	
■ Science/electronic/mech				
Compute C.	75.1	74.4	378.2	424.7
Discover A. C.	21.3	22.9	126.2	181.5
Home Office Computing C.	54.6	26.9	286.0	214.1
Omni C.	57.8	55.1	355.1	337.9
Popular Science C.	71.7	74.6	377.8	367.9
Scientific American C.	47.3	36.2	302.7	299.7
Spectrum C.	39.4	40.8	239.1	265.6
Total Group	**367.2**	**330.9**	**2,065.1**	**2,091.5**
% change	**11.0%**		**-1.3%**	
■ Woman/fashion/service				
Allure C.	32.7	21.6	238.6	142.3
Bride's Magazine (6X) C.	383.4	443.2	1,660.7	1,694.6
Child (10X) C.	83.8	57.0	362.9	279.6
Cosmopolitan C.	164.7	184.5	951.6	1,012.1
Elegant Bride (6X)	153.6	140.2	795.9	499.9
Elle C.	72.4	84.3	695.7	791.3
Essence C.	70.4	57.4	411.7	368.7
Family Circle (17X) C.	175.8	134.3	814.3	741.8
Glamour C.	143.1	92.7	778.7	827.1
Good Housekeeping C.	138.4	122.1	815.3	776.5
Harper's Bazaar C.	25.8	50.8	386.5	520.7
Imagen	35.0	62.6	365.4	437.7
Ladies' Home Journal C.	113.3	119.5	656.1	743.0
Lear's C.	32.7	28.8	220.0	232.6
Mademoiselle C.	88.0	82.5	562.0	639.7
McCall's C.	95.8	75.7	516.0	488.9
Military Lifestyle A.	49.9	64.0	262.6	299.5
Mirabella C.	48.7	53.9	367.5	452.6
Modern Bride (6X) C.	327.7	411.7	1,369.5	1,419.6
New Woman C.	57.2	46.0	362.1	371.1
Parenting C.	165.5	115.0	547.9	416.6
Parents Magazine C.	116.6	97.8	690.2	670.3
Redbook C.	98.7	67.3	536.0	532.8
Sassy C.	42.3	35.5	232.9	211.5
Self C.	85.7	64.7	457.3	465.7
Seventeen C.	51.2	57.2	434.2	474.6
Shape C.	54.8	54.7	399.7	328.7
Soap Opera Digest (26X) C.	41.4	32.7	225.7	214.5
Teen Magazine	43.4	32.8	263.4	250.4
True Story C.	36.8	38.0	242.3	250.3
Victoria C.	36.8	33.8	228.6	251.0
Vogue C.	89.7	107.0	1,186.7	1,194.8
W Magazine (26X) C.	30.4	31.9	477.6	488.9
Weddings West (4X) A.	—	—	322.0	42.3
Weight Watchers C.	25.3	27.5	176.7	195.8
Woman's Day (15X) C.	153.2	106.9	715.8	584.9
Workbasket (6X)	38.6	35.2	116.2	101.2
Working Mother C.	59.4	59.0	308.2	337.8
Working Woman C.	50.7	59.6	348.3	415.0
YM-Young & Modern (10X)	30.9	43.8	207.7	219.6
Total Group	**3,543.9**	**3,432.8**	**20,710.5**	**20,385.7**
% change	**3.2%**		**1.6%**	
■ Youth				
Boys' Life C.	17.9	14.4	92.6	99.1
Campus Life (10X)	—	—	229.5	235.3
Total Group	**17.9**	**14.4**	**322.1**	**334.4**
% change	**24.6%**		**-3.7%**	
■ Business/national				
Barron's	130.7	141.0	789.7	761.3
Black Enterprise C.	224.5	210.4	580.7	520.8
Business Week (52X) C.	359.1	327.5	1,767.7	1,591.1
Economist (52X) C.	216.5	176.9	1,445.9	1,138.5
Entreprenour C.	155.9	154.5	1,056.8	1,009.8
Entrepreneurial Woman (7X) C.	42.3	37.1	224.5	193.8
Financial World (26X) C.	92.7	83.5	553.6	343.9
Forbes (26X) C.	215.6	201.1	1,541.4	1,449.2
Fortune (26X) C.	312.5	329.6	1,177.9	1,227.3
Frequent Flyer	27.3	35.1	167.1	213.3
Futures	57.5	35.7	239.1	235.9
Harvard Business Review (6X) C.	—	—	133.9	161.3
Inc. Magazine C.	99.5	107.2	553.7	446.2
Income Opportunities	59.1	63.8	374.6	433.2
Industry Week (23X)	75.8	78.4	382.7	434.9
Nation's Business C.	32.0	28.5	175.8	157.6
Success C.	39.1	37.1	187.0	230.5
Total Group	**2,140.1**	**2,047.5**	**11,352.0**	**10,548.5**
% change	**4.5%**		**7.6%**	
■ Business/regional				
Bus. First-Columbus (52X)	102.6	98.3	635.3	562.5
Bus. Jrnl.-Milwaukee (52X)	136.4	121.1	667.5	678.7
Bus. Jrnl.-Sacramento (52X)	94.9	77.0	453.8	437.0
Bus. North Carolina	29.7	43.3	166.8	204.9
Capital Dist. Business Review (52X)	107.5	109.1	458.7	473.3
Caribbean Business	109.4	117.1	558.1	575.7
Corporate Rpt. Minnesota	32.4	46.0	239.7	283.6
Crain's Chicago Bus. (52X)	111.2	108.0	629.8	634.0
Crain's Cleveland Bus. (52X)	71.9	54.4	350.5	353.6
Crain's Detroit Bus. (52X)	71.8	59.3	380.9	377.4
Crain's New York Bus. (52X)	55.0	56.0	380.0	345.0
Florida Trend (12X)	43.7	35.4	236.0	221.9
Georgia Trend	30.5	41.0	185.8	216.3
Grand Rapids Bus. Jrnl.	58.8	46.4	312.9	316.9
Hawaii Business	40.2	39.2	269.9	271.9
Houston Bus. Jrnl. (52X)	174.4	117.7	847.7	812.6
Indianapolis Bus. Jrnl. (52X)	127.9	126.2	698.1	705.7
Nashville Business & Lifestyle	15.5	24.0	86.2	126.5
New Orleans City Business (52X) A.	104.6	52.1	454.7	275.0
Pacific Bus. News (52X)	147.8	107.0	660.4	617.3
Philadelphia Bus. Jrnl (52X)	96.8	94.8	613.4	560.0
Providence Business News	71.3	49.9	445.1	433.5
St. Louis Bus. Jrnl. (52X)	135.6	123.6	730.0	751.4
Total Group	**1,969.7**	**1,746.7**	**10,461.1**	**10,234.5**
% change	**12.8%**		**2.2%**	
■ National Sunday mags				
Parade (52X) C.	50.7	50.4	422.7	371.5
USA Weekend (52X) C.	59.0	55.1	385.0	331.2
Vista Magazine (12X)	14.5	8.8	87.1	88.1
Total Group	**124.3**	**114.3**	**894.7**	**790.8**
% change	**8.7%**		**13.1%**	
■ Newspaper Sunday magazine				
Boston Globe	89.5	80.2	722.7	704.1
Chicago Tribune	94.8	92.9	640.0	553.1
Cleveland Plain Dealer	40.0	39.6	271.9	260.5
The Dallas Morning News	58.5	44.4	313.3	276.2
Detroit Free Press	31.0	36.0	193.0	225.0
L.A. Times C.	76.2	51.9	567.4	400.5
New York Times Mag. C.	179.5	125.1	1,382.8	1,380.1
Philadelphia Inquirer	48.0	38.6	402.3	395.7
Seattle Times	56.0	85.0	368.0	398.0
St. Louis Post Dispatch	80.6	102.7	446.7	509.5
Washington Post	62.5	72.2	442.5	501.2
Total Group	**816.7**	**768.5**	**5,750.6**	**5,603.9**
% change	**6.3%**		**2.6%**	
■ Weeklies/bi-weeklies				
The Advocate (26X)	272.0	180.6	1,002.8	1,088.4
Army Times Military Group:				
Air Force Times (52X)	167.8	192.5	791.6	848.8
Army Times (52X)	166.0	189.1	776.2	831.7
Navy Times (52X)	175.0	196.2	837.4	884.8
Capper's (26X)	21.2	15.9	179.5	165.0
Commonweal (22X)	3.0	4.0	45.1	45.7
Golf World (41X) C.	166.4	133.1	1,030.8	894.1
Grit (52X)	19.1	25.3	168.0	207.8
Jet (52X) C.	95.0	100.5	517.5	521.5
National Journal (50X) C.	57.3	53.0	263.8	300.3
National Review (25X)	37.1	29.1	217.6	187.7
New Republic (48X)	64.5	45.9	269.8	245.8
New York Mag. (50X) C.	208.6	225.5	1,066.9	1,081.2
New Yorker C.	154.8	173.0	828.2	813.8
Newsweek (52X) C.	178.3	184.4	991.3	909.2
People (51X) C.	283.8	259.7	1,435.2	1,486.6
Sporting News (52X) C.	41.8	34.7	223.0	198.0
Sports Illustrated (52X) C.	185.1	207.1	1,100.5	1,054.7
Time (52X) C.	223.9	208.9	1,010.6	1,024.6
TV Guide (52X) C.	134.2	102.4	1,168.1	1,172.4
U.S. News & World Report (50X) C.	199.2	174.2	958.7	866.1
Total Group	**2,854.2**	**2,734.9**	**14,882.5**	**14,829.1**
% change	**4.4%**		**0.4%**	

NOTES: Linage is given in paid ad pages. (X) represents the number of times published each year; publications are monthly unless otherwise specified. Sectional linage is prorated to circulation of regional editions. A. Frequency change from prior year. B. Incomplete report not included in group total and % change. C. Figures supplied by Publishers Information Bureau. All other figures are supplied by the magazines. PIB adjusts 1991 figures to compare equivalent number of issues to 1992. *Ad Age* makes no attempt to verify figures and is not responsible for inconsistencies or errors. Compiled by Kathy Welyki.

FOR THE RECORD

U.S. SEN. DAVID PRYOR (D., Ark.), chairman of the Senate Federal Services Subcommittee, criticized the Department of Defense for its big ad budgets and large recruiting staff at a time when the Armed Services are downsizing. He proposed legislation that would cut $100 million to $350 million from the Pentagon's requested $2.1 billion recruitment budget for fiscal 1993. TV advertising in particular needs scrutiny, he said.

SAATCHI & SAATCHI CO., London, agreed last week to pay more than $9.5 million to settle a consolidated class action suit in U.S. District Court in Los Angeles. One Saatchi executive said the settlement, subject to court approval, provides that the company pay into a settlement fund that could be divided among roughly 1,000 shareholders who bought and sold the company's American Depository Receipts between July 15, 1987, and Dec. 11, 1991. The suit alleged Saatchi directors withheld negative information about the company and, as a result, artificially inflated the share price. Saatchi directors admitted no wrongdoing in the settlement agreement.

U.S. HOUSE of Representatives last week overwhelmingly approved a bill re-regulating cable TV rates. The Senate in January approved a similar measure. A House-Senate conference committee will iron out differences in the legislation before sending it on to President Bush, who has threatened a veto.

UPJOHN CO., Kalamazoo, Mich., named **W.B. Doner & Co.**, Southfield, to succeed Hill, Holliday, Connors, Cosmopulos, New York, on the creative portion of the estimated $24 million Motrin IB account. Grey Advertising keeps media buying.

DENTSU AMERICA, Los Angeles, and retail agency Sillery Mayer Skurnik, Avon, Conn., have teamed up to pursue retail accounts on the West Coast. Dentsu hopes to attract more retail clients through its affiliation with Sillery, which has handled advertising for Sizzler Restaurants, Stern's Department Stores and Price Chopper. Dentsu's clients include Sumitomo Bank of California, NGK Spark Plugs and Pioneer Laser Entertainment.

AM GENERAL CORP., South Bend, Ind., named the **Competitive Edge**, Albuquerque, N.M., as first agency for the Hummer, a civilian version of the four-seat, all-terrain vehicle used by U.S. military forces. The estimated $1 million launch will begin Oct. 8 on cable TV and in newspapers and specialty magazines. The Hummer will retail for $39,500 to $50,000.

KRAFT USA is testing a line of lower-price cheeses under the Sealtest name in Milwaukee and Minneapolis. Fineman & Schmidt, Chicago, handles.

NESTLE'S ACQUISITION of Source Perrier has been approved by the Commission of the European Community, provided the Swiss food giant sells several brands in the Nestle-Perrier stable to a single buyer capable of successfully developing them. Nestle has an undisclosed amount of time to find a buyer for the brands, which include Nestle water Vichy and Perrier's St. Yorre.

ACCOUNT ACTION: Hospitality Franchise Systems, Parsippany, N.J., to **AC&R**, New York, from Lintas:New York for its $6 million Howard Johnson chain account. . . . **Sunbeam-Oster Household Products**, Schaumburg, Ill., to **Foote, Cone & Belding**, Chicago for its consolidated account, estimated at $3 million, that was at several agencies. . . . **Daytona Beach Tourism Bureau**, Daytona, Fla., to **Doe-Anderson**, Louisville, Ky., from Benedict Advertising, Daytona, for its $2 million promotional account. . . . **Los Angeles Cellular Telephone Co.** to **Fotouhi Alonso**, first agency for its estimated $2 million-plus account. . . . **Ocean City**, Md., to **Richardson, Myers & Donofrio**, Baltimore, from Zeinog & Associates, Severna Park, for its estimated $1 million tourism account. . . . **Farm at Mount Walden**, The Plains, Va., to the **Martin Agency**, Richmond, from in-house for the smokehouse's less than $1 million account. . . . **Apothecon**, a unit of Bristol-Myers Squibb Co., New York, to **Rosenfeld, Sirowitz, Humphrey & Strauss** for an undisclosed consumer brand believed to be Naldecon, a cough/-cold remedy.

OBITUARY: Ernest Eden Norris, 69, a former BBDO exec VP, died July 20 in John's Island, Fla., of a heart attack. Mr. Norris retired from BBDO in 1980; while at the agency he helped develop Campbell's Chunky Soup for Campbell Soup Co. and Wisk liquid detergent for Lever Bros.

WORTH NOTING: General Motors Corp. broke two 30-second spots July 26 touting the performance of Oldsmobile's midsize Achieva against import leaders Honda Accord and Toyota Camry in a recent durability test. Leo Burnett USA, Southfield, Mich., handles. . . . **Grayson Mountain Water Co.** this month is introducing Grayson Sparkling, a 1-calorie flavored sparkling water, in convenience stores in 46 states via a joint venture with Pepsi-Cola General Bottlers, Chicago. A campaign, via Daniels & Roberts, Boca Raton, Fla., will support. . . . **Earle Palmer Brown/Bergelt Litchfield** has moved to 345 Hudson St., New York 10014; phone (212) 463-6900; fax (212) 463-6964. . . . **Chiat/Day/Mojo** said it will open a 15-person office in Herndon, Va., to service client Nissan Motor Corp. USA's regional headquarters.

Olympic fever strikes; marketers eye '94, '96

By Gary Levin

The competition in Barcelona has barely begun, but marketers are already looking ahead to Lillehammer, Norway, and Atlanta, sites of the 1994 Winter Olympics and 1996 Summer Olympics.

ISL Marketing, the International Olympic Committee's marketing agent, already has signed Coca-Cola Co. as the first sponsor in its The Olympic Program III, covering the 1994 and '96 Olympics, for a reported $40 million. That's double the price tag for the 1992 Games.

Eastman Kodak Co. and Visa International, which also sponsored the '92 Olympics, are said to be close to signing new pacts. A Visa spokesman last week confirmed it has signed a letter of intent for sponsorship pending approval of the board of directors.

Others such as Mars Inc. and N.V. Philips are waiting for marketing results and TV ratings information on the current Games.

Some TOP II sponsors, such as typewriter and printer marketer Brother International, aren't expected to return due to the steeper cost and shrinking product categories.

And the U.S. Postal Service is under pressure from Congress to justify the expense of its '92 Games program, although one Olympics marketing executive said he expects the postal service to return.

In separate deals, Atlanta Centennial Olympic Properties has signed NationsBank and Sara Lee Corp. to $40 million deals for exclusive U.S. rights in the banking and apparel categories to the 1996 Summer Games. The Sara Lee deal, a first for the marketer, centers on the L'eggs, Hanes and Champion lines and also covers the '94 Winter Games.

Atlanta Centennial Olympic Properties is a joint venture of the Atlanta Committee for the Olympic Games and the U.S. Olympic Committee. The group's chief marketing officer, William McCahan, is a former IBM Corp. marketing executive and is said to be negotiating with IBM for a similar sponsorship deal.

The IOC raked in $170 million in rights fees from 12 worldwide sponsors for the '92 Winter and Summer Games, and organizing committees at the two Olympics sites got a combined $300 million from sponsors.

The stepped-up ambush effort has been a major topic of discussion in renewal talks.

For 1994 and '96, the IOC expects worldwide sponsorship revenues from 10 TOP sponsors to total $300 million. But the Atlanta organizing committee is expected to gain far more than the committees did this year, because the site and live telecasts make the Games more attractive for U.S. marketers.

A major concern now is how the IOC and Atlanta Olympic committees will fight ambush marketing.

Despite paying millions for the use of Olympics rings, logos and the like, Coca-Cola, Visa and even Kodak this year saw direct competitors run ads featuring Olympic athletes or supporting individual teams, implying a broader connection to the Games than existed.

The stepped-up ambush effort has been a major topic of discussion in renewal talks.

"They'll lose the value of the sponsorships they're trying to sell if they can't protect it," said Jan Soderstrom, senior VP-advertising and promotion at Visa USA.

"I know my clients are asking what they're going to do to prevent other companies from using the Olympics in their advertising," said Stephen Disson, president of D&F Consulting, which has helped 13 marketers with Olympics programs.

But Olympics officials contend that for most marketers, sponsorships are still a good deal.

Brian McGrath, ISL president, and Richard Pound, the IOC's volunteer marketing executive and a former Olympic swimmer, said in separate interviews they hope to boost the value of Olympics deals by providing more services, such as research, consulting, licensing and hospitality. These would help justify the substantial price increases, they said.

But other sports marketing executives say they need to go further.

Mr. Disson advocates a form of package deal that, for a higher fee, provides not only the worldwide TOP sponsorship but also category-exclusive links with the most popular sports, including skiing, figure skating, gymnastics, track and field, basketball and swimming. That would effectively blunt ambushers' ability to tie in with those federations. □

Ambush

(Continued from Page 3)

big agencies know it. So they've started targeting the people who still pay attention—their ad agency peers and the trade media; i.e., they're advertising to themselves—media masturbation!"

A large portion of respondents said they're skeptical of the value of Olympic sponsorships. When asked how noticeable "official Olympic sponsorships" are to consumers, 38.8% said "not very noticeable" while 40% said they are somewhat noticeable.

"Olympic sponsorships are overpriced and overrated. No one cares," one respondent said. Added another: "If you're stupid enough to pay huge dollars for a non-equity, you're stupid enough to be ambushed."

And when asked if they thought consumers noticed which companies were involved in ambush advertising, 38.6% of respondents said the marketers weren't very noticeable to consumers while 24.3% said they aren't at all noticeable.

"This is an issue only in the advertisers' and agencies' minds," one reader said. "It's impossible to prevent and dumb to pay big dollars for something that can't be controlled."

Many respondents said the publicity garnered by ambush activity has a positive effect on an ambusher: 22.8% said it is extremely or very positive, while 31.4% said it's somewhat positive. Conversely, 21.4% said it is somewhat negative on the marketer doing the ambushing and 17.2% said the publicity is extremely or very negative.

Those who came out against ambush marketing had strong opinions. The practice isn't very fair, 1.4% of respondents said, and 15.7% believe it isn't at all fair.

"In the end," said one reader, "the biggest loser will be the U.S. athletes. Sponsors won't pay high fees to get ambushed." Another said this: "The AmEx ambush tactics disgust me. If I were going to the Olympics, I'd use my MasterCard out of spite."

"Ambushing reflects the creative drought," someone from a marketing company responded. "Isn't this akin to peeing in our own well?" □

Kraft serves Healthy Favorites cheeses

By Julie Liesse

Kraft General Foods has introduced Kraft Healthy Favorites, a reduced-fat cheese line that will go up against ConAgra's Healthy Choice.

Although the marketer said it isn't creating a multicategory megabrand like Healthy Choice, this is Kraft General Foods' second use of the Healthy Favorites name. The first was a reduced-fat lunch meat line introduced earlier this year by the company's Oscar Mayer Foods Corp. division.

ConAgra recently launched a Healthy Choice cheese line, joining lunch meats and products in eight other categories under that brand.

Unlike the 30-item Healthy Choice cheese line, the Healthy Favorites products aren't fat-free. Kraft USA's 22 Healthy Favorites cheese products do, however, contain 50% less fat than regular Kraft cheeses.

Although Healthy Favorites is marketed by separate divisions, both product lines are handled by J. Walter Thompson USA, Chicago. Might there be common advertising for all Healthy Favorites products?

"We're not sure what will happen, but I wouldn't rule that out," said Bob Eckert, exec VP-general manager of the Kraft USA retail cheese business.

In the past two years, Kraft has toyed with two other names for a broad line of healthy products: Eating Right and Kraft Alternatives, both now off the market. □